



ALAMEDA COUNTY  
CONGESTION MANAGEMENT AGENCY

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REQUEST FOR PROPOSALS

For State Legislative Lobbying Services  
For  
Alameda County Congestion Management Agency  
**(RFP A07-021)**

Dear Consultants:

The Alameda County Congestion Management Agency (ACCMA) has issued a Request for Proposals (RFP) for the above mentioned project.

Proposals are subject to ACCMA Small Business Enterprise (SBE), Local Business Enterprise (LBE) and Disadvantage Business Enterprise (DBE) program. Any contract to be awarded as a result of this Notice will be awarded without discrimination based on race, color, religion, sex, or national origin.

To obtain a full copy of the RFP, please contact ACCMA office at (510) 836-2560 or download the document in PDF format from our website: [www.accma.ca.gov](http://www.accma.ca.gov). All questions pertaining to this RFP should be emailed to Liz Brazil, Contracts Administrator, at the following e-mail address: [lbrazil@accma.ca.gov](mailto:lbrazil@accma.ca.gov) no later than 3:00 p.m., October 12, 2007.

Ten (10) hard copies and one (1) electronic of the proposals are due no later than 3:00 p.m. on October 19, 2007 at the offices of the Alameda County Congestion Management Agency, 1333 Broadway, Suite 220, Oakland, CA 94612. Late submittals will not be accepted. Proposal must be submitted in a sealed envelope marked:

Alameda County Congestion Management Agency  
1333 Broadway, Suite 220  
Oakland, CA 94612  
**"Proposal -ACCMA RFP No. A07-021"**

We look forward to receiving a proposal from your firm.

Sincerely,

Dennis R. Fay  
Executive Director

**REQUEST FOR PROPOSALS**  
**For State Legislative Lobbying Services**  
**For**  
**Alameda County Congestion Management**  
**Agency**

**RFP A07-021**

*Issued by:*

Alameda County Congestion Management Agency  
September 24, 2007

**RESPONSES DUE:**

**3:00 PM (PST), Friday, October 19, 2007**

Alameda County Congestion Management Agency  
1333 Broadway, Suite 220  
Oakland, CA 94612

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**REQUEST FOR PROPOSALS**  
**For**  
**State Legislative Lobbying Services**

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**SECTION 1: INTRODUCTION**

The Alameda County Congestion Management Agency (CMA) is responsible for planning, programming and coordinating Federal, State, and Regional funds for transportation projects within Alameda County. The CMA is also involved in the delivery of various projects and programs in Alameda County. The CMA is seeking assistance with State Legislative Lobbying efforts for various transportation projects and programs in Alameda County and legislation affecting Alameda County.

**SECTION 2: SERVICES TO BE PROVIDED / SCOPE OF WORK**

The CMA intends to retain qualified professional firm/individuals through this Request for Proposals (RFP) to aid in State Legislative Lobbying Services.

Typical tasks include, but are not limited to, the following:

- Assist the CMA by causing introduction and passage of legislation sponsored by CMA. This may include necessary actions to prepare draft legislation, obtain legislative sponsorship of bills, influence committee analysis, obtain witnesses, and lobby appropriate officials as necessary to pass such bills.
- Maintains regular communication with Legislators and legislative staff regarding CMA's sponsored bills and positions.
- Provides written updates at least once a month or as required by CMA on Capitol activities and the status of legislation of importance to CMA and Budget Updates when events warrant.
- Arrange for CMA Staff to participate in the legislative process including arranging or preparing testimony, meetings, and/or written communications with legislators and others.
- Analyzes and distributes legislation and amendments to bills as needed for CMA.
- Writes letters on all positions taken by the CMA Board for every committee hearing and to the Governor and delivers them to legislative and administrative offices.
- Maintains a data base that electronically tracks all bills with a Board position, as well as those bills it monitors specifically on behalf of CMA.

- Meets with CMA's legislative delegation, as well as Legislators from other areas, to present CMA's legislative issues, and then works closely with them throughout the year.
- Testifies at legislative hearings on all bills in which the CMA has an interest and position and before all Budget Subcommittees on relevant issues.
- Keeps Legislators informed through correspondence, personal contact, staff contact, and other means of CMA's legislative and budget issues.
- Negotiates with other delegations, and other local entities for amendments sought by CMA, and actively works against passage of bills CMA opposes.
- Provides background for legislative staff and new members on CMA issues.
- Participates in strategy meetings on policy and budget issues with leadership staff in both Houses and both parties, as well as with other advocate groups, to further CMA's legislative goals.
- Attend meetings with the CMA Board and Staff, as required by the Agency.
- Assist the CMA in establishing and monitoring a legislative agenda.
- Develop appropriate short term and long term strategies and advocate CMA's priorities including securing funding for CMA projects.
- Complete in a timely manner, all forms and reports required of lobbyists by the State and Federal Agencies.

### **SECTION 3: SBE AND LBE POLICIES**

CMA has adopted a Small Business Enterprise (SBE) Policy, pursuant to which CMA encourages all prime contractors to utilize qualified SBE subcontractors on CMA projects, CMA promotes the direct purchase of goods from qualified SBEs by utilizing SBE vendors when such vendors are available and the price of the goods sought is reasonable, and, for professional services contracts, CMA seeks the utilization of qualified SBEs when such SBEs are available. All prime contractors are required to report on SBE usage during the term of each contract, using a form provided by CMA.

For purposes of CMA's SBE Policy, an SBE shall be a "small business" within the meaning of 13 CFR Part 121 and California Government Code Section 14837. In the event that CMA's SBE Policy conflicts with any Federal, State or other funding source's programs, policies, regulations or requirements, CMA shall make the SBE Policy consistent with said funding source's programs, policies, regulations and requirements to the extent permissible by law. CMA's SBE Policy is neutral as to race, ethnicity, national origin, age, sex, religion, sexual orientation and other protected classes.

CMA has also adopted a Local Business Enterprise (LBE) Policy, pursuant to which CMA encourages all prime contractors to utilize qualified LBE subcontractors on CMA projects. CMA promotes the direct purchase of goods from qualified LBEs by utilizing LBE vendors when such vendors are available and the price of the goods sought is reasonable, and, for professional services contracts, CMA seeks the utilization of qualified LBEs when such LBEs are available. All prime contractors are required to report on LBE usage during the term of each contract, using a form provided by CMA.

#### **SECTION 4: PROPOSAL SUBMITTAL REQUIREMENTS**

Please prepare your proposal in accordance with the following requirements.

1. *Proposal:* The proposal (excluding resumes and the transmittal letter) shall not exceed a total of the equivalent of 30 single-sided, 8.5" x 11" pages. Resumes should be included in an appendix.
2. *Transmittal Letter:* The proposal shall be transmitted with a cover letter describing the firm's/team's interest and qualifications as well as commitment. Please indicate in the transmittal letter the team's proposed LBE/SBE participation and whether the team has a Levine Act Disclosure. The letter shall state that the proposal shall be valid for a 90-day period and that staff proposed are available to begin work on this contract. The person authorized by the firm/team to negotiate a contract with CMA shall sign the cover letter and the letter should include the name, title, address and telephone number of the individual to whom correspondence and other contacts should be directed during the consultant selection process.

Address the cover letter as follows:

Mr. Dennis Fay, Executive Director  
Alameda County Congestion Management Agency  
1333 Broadway, Suite 220  
Oakland, California 94612

3. *Understanding of the Agency Needs:* Demonstrate an understanding of the legislative issues relevant to the Agency in its various roles and of the types of services that you will be expected to provide under this contract. This section should clearly convey the consultant's understanding of the nature of the work and the general approach to be taken for State Legislative Lobbying Services and the level cost estimates for each task defined in the scope of work.
4. *Work Plan and Schedule.* The Work Plan should have sufficient detail to demonstrate a clear understanding of the services. The schedule should show the expected sequence of tasks and important milestones.
5. *Management Approach and Staffing Plan.* This section should describe the consultant's approach to management of the work, both anticipated work and the identified tasks. If the proposal is a team effort, the distribution of work among the team members should be indicated. This section should discuss the consultant's organization for this project, how the work

assignments are structured, and the staffing. A chart showing the amount of time each key team member is devoting to the project should be included. The consultant shall describe the role of any subcontractors, with a description of the subcontractors' specific responsibilities. Discuss the firm/team's approach for completing the services for each of the tasks within budget.

6. *Qualifications of the Firm.* This section should provide a description of your firm's qualifications and expertise in providing legislative lobbying services for clients comparable to the Agency, and for other public agencies dealing with transportation planning, programming and project delivery issues. Describe the size and organizational structure of your firm. Identify the team members to be assigned to the Agency contract and describe their experience in areas of specific relevance to the Agency. These descriptions should identify the role, if any, of key personnel assigned to conduct the services, and the outcome of the contracts. Provide a list of up to three former clients for whom consultant's firm and team members have performed services similar to those described in this RFP, along with names and telephone numbers of persons who may be contacted as references. If subcontractors are to be used, provide similar information for each subcontractor.

Key personnel are expected to be committed for the duration of the project. Replacement of key personnel will not be permitted without prior consultation with and approval of CMA.

7. Billing rates of staff identified in the staffing plan.
8. *Submittal of Proposals:* Ten (10) hard copies and one (1) electronic copy of your proposal are due at the CMA offices no later than the time and date specified in Section 7 below. Envelopes or packages containing the proposals should be clearly marked, **"Proposals Enclosed (RFP A07-021)."**

## SECTION 5: SELECTION OF CONSULTANT

The overall process will evaluate the qualifications and technical components of all the proposals completely and independently from the cost component. The proposals will be evaluated and scored on a 100 point total basis using the following criteria:

1. Adherence to instructions contained in the RFP (10 points)
2. Understanding and approach, including an understanding of CMA State Legislative Lobbying services and coordination processes (20 points)
3. Team Organization (10 points)
4. Qualifications of key staff (30 points)
5. Previous experience with similar types of work (20 points)
6. Satisfaction of previous clients (references) (5 points)
7. Overall cost of services (5 points)

Interviews will be held on the weeks specified in Section 7 below. A specific date will be posted on the website as soon as it is known. The Project Manager and Key Personnel should attend the interview. The evaluation / interview panel may include representatives from CMA, Board and Committee Members and other agencies, but the specific composition of the panel will not be

revealed prior to the interviews. Costs for travel expenses and proposal preparation shall be borne by the consultants.

Once the top-ranked firm/team has been determined, CMA staff will start contract negotiations with firm/team. If contract negotiations are not successful, the second ranked firm/team may be asked to negotiate a contract with CMA, etc. Provided the negotiations are proceeding well, The Executive Director or his designee may elect to initiate a portion of the work scope with a Notice to Proceed (NTP), prior to execution of the contract. An NTP can only be authorized by the Executive Director or his/her designee.

## **SECTION 6: SELECTION PROCESS DATES**

**October 12, 2007** All questions pertaining to this RFP should be emailed to Liz Brazil **no later than 3:00 p.m. Friday, October 12, 2007** at the following email address: [lbrazil@accma.ca.gov](mailto:lbrazil@accma.ca.gov). Responses to the material questions received by 3:00 p.m. on this date will be posted on the CMA website: [www.accma.ca.gov](http://www.accma.ca.gov).

**October 19, 2007:** **Proposals are due no later than 3:00 p.m. on Friday, October 19, 2007** at the offices of the Alameda County Congestion Management Agency, 1333 Broadway, Suite 220, Oakland, CA 94612. ***Late submittals will not be accepted.***

**Week of October 22 or October 29:** If necessary, interviews for consultant selection will be held the week of October 22 or 29, 2007. The interviews date will be posted on the CMA's website as soon as it is known.

All questions pertaining to this RFP should be emailed to Liz Brazil, Contracts Administrator at the following email address: [lbrazil@accma.ca.gov](mailto:lbrazil@accma.ca.gov). All such emails must include the subject line "CMA RFP A07-021 Question:" and then the stated question in the body of the email. CMA will be unable to provide individual responses, and CMA will not respond to questions posed by any means other than email. Responses to all questions submitted by the above deadline will be posted on the CMA website: [www.accma.ca.gov](http://www.accma.ca.gov).

## **SECTION 7: GENERAL CONDITIONS**

### **A. Limitations**

This RFP does not commit the Alameda County CMA to award a contract or to pay any costs incurred in the preparation of a proposal in response to this RFP.

### **B. Rejection of Proposals**

The Alameda County CMA reserves the right to reject any or all proposals.

### **C. Award**



All finalists may be required to participate in negotiations and to submit such price; technical or other revisions of their proposals as may result from negotiations. Accordingly, each initial proposal should be submitted on the most favorable terms from a price and technical viewpoint.

**D. Workscope Modifications**

The CMA reserves the right to request changes to the staffing and/or scope of services contained in any of the proposals and to enter negotiations with any of the proposers regarding their submittal.

**E. Contract**

A sample contract is shown in Attachment 1. It is expected that the terms of the contract will be acceptable to the consultant.

**F. Non - Discrimination**

Contractors shall not discriminate on the basis of race, color, national origin, sex, or physical disability in the performance of CMA contracts.

**G. Levine Act**

Selected consultants will be required to disclose on the record any contribution of more than \$250.00 which they have made to CMA Board member within the twelve-month period preceding the submittal deadline of this RFP. This applies to your company, any member of your team, any agents for you or other team members and to the major shareholders of any closed corporation, which is part of your team. If you have made a contribution which needs to be disclosed you must provide written notice of the date, amount and receipt of the contribution(s) to CMA'S Executive Director, Dennis Fay. This information will need to be provided before CMA can approve any contract.

## **SECTION 8: ATTACHMENTS**

Attachments:

- Attachment 1 – CMA Sample Contract
- Attachment 2 – List of Firms that Received Notification of this RFP

## **Attachment 1 – CMA Sample Contract**

**Attachment 1 – List of Firms that Received Notification of this RFP**